** IF YOU HAD ANY PROBLEMS RECEIVING THIS FAX, OR IF YOU DID NOT ** RECEIVE THIS ANNOUNCEMENT VIA FAX AND WISH TO RECEIVE FUTURE ANNOUNCEMENTS IN THIS MANNER, PLEASE CONTACT OUR CUSTOMER SERVICE OFFICE IN RICHMOND, VIRGINIA.

TO OUR DIRECT CUSTOMERS:

EFFECTIVE WITH SHIPMENTS OF TUESDAY, MAY 9, 1995, WE WILL ADJUST OUR LIST PRICES AS FOLLOWS:

BRAND	INCREASE
ALL BRANDS (EXCEPT THE FOLLOWING)	$1.50/M CIGARETTES
PLAYERS LIGHTS 25'S	$1.20/M CIGARETTES
CANADIAN STYLE PLAYER'S, ROTHMAN PRODUCTS AND CARTIER VENDOME	NO CHANGE

THIS ANNOUNCEMENT DOES NOT APPLY TO PRODUCTS MANUFACTURED BY FAMOUS VALUE BRANDS. ALL ANNOUNCEMENTS REGARDING THESE PRODUCTS WILL BE COMMUNICATED BY FAMOUS VALUE BRANDS TO ITS CUSTOMERS.

ALL ORDERS RECEIVED IN OUR RICHMOND, VIRGINIA, OFFICE AFTER 2:30 P.M. EASTERN DAYLIGHT SAVINGS TIME ON FRIDAY, MAY 5, 1995, AS WELL AS ORDERS ON HAND AT SUCH TIME, INCLUDING STANDING ORDERS AND THOSE HELD BY US FOR FUTURE SHIPMENT, WILL BE BILLED AT THE NEW PRICES.

ALL ORDERS ARE SUBJECT TO ACCEPTANCE BY OUR RICHMOND OFFICE AND TO STANDARD TERMS AND CONDITIONS OF SALE, PRICES, STYLES AND SIZES IN EFFECT ON DATE OF SHIPMENT, EXCEPT AS MODIFIED BY THIS ANNOUNCEMENT.

DIRECT REBATE PROGRAM

TO ENABLE YOU TO MAKE AN ORDERLY ADJUSTMENT OF YOUR PRICING STRUCTURE, AS SOON AS PRACTICABLE AFTER MAY 9, 1995, WE WILL ISSUE TO YOU A CREDIT MEMO FOR THE DIFFERENCE BETWEEN THE NEW AND OLD PRICES, LESS ANY APPLICABLE CASH DISCOUNT RATE, FOR TWO AVERAGE WEEKS' PURCHASES BASED ON SHIPMENTS TO YOU DURING THE FOUR WEEK PERIOD MARCH 6 THROUGH MARCH 31, 1995.

ELECTRONIC PAYMENT PROGRAM (EPP) PARTICIPANTS

PLEASE CONSULT YOUR PROGRAM MATERIAL OR OUR EPP REPRESENTATIVE AT OUR EPP TOLL-FREE NUMBER IF YOU HAVE ANY QUESTIONS REGARDING EPP AS IT RELATES TO THIS PRICE ANNOUNCEMENT.

PHILIP MORRIS IS NOT LIABLE FOR ANY ERRORS IN THIS COMMUNICATION THAT MAY OCCUR DURING THE TRANSMISSION PROCESS.

THANK YOU FOR YOUR CONTINUED SUPPORT AND COOPERATION.

PHILIP MORRIS U.S.A.

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